



Sibi Joseph

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ABOUT ME

I'm a UI/UX Design Manager with over 14 years of experience crafting intuitive, user-centered digital experiences across enterprise SaaS platforms. I specialize in UX strategy, scalable design systems, user research, and integrating GenAI-driven innovation into enterprise workflows.

Currently at Zycus, I lead UX for key products like Merlin Intake, Merlin Agentic Platform, Insight Studio, and iAnalyze. I also mentor designers, conduct UX audits, drive usability testing initiatives, and evolve the company's design system for next-generation use cases.

My background spans both product and service-based environments, where I've independently handled multiple end-to-end design projects — from research and wireframing to stakeholder presentations and handoff.

I'm currently based in Bangalore, India, and planning to relocate to Cork, Ireland soon to join my wife, who is currently working there. I'm actively seeking opportunities to contribute to a collaborative, innovation-driven product team in Ireland.

WORK EXPERIENCE

Zycus – Bengaluru, India

City: Bengaluru | **Country:** India

Manager- UI UX

[27/01/2021 – Current]

At Zycus, I lead end-to-end design initiatives across multiple enterprise products, playing a pivotal role in shaping user experiences that drive business impact and customer satisfaction. My focus spans strategic UX leadership, design system evolution, and AI-driven product innovation within a complex B2B SaaS ecosystem.

I spearhead the UX strategy for products including **Merlin Intake, Merlin Agentic Platform, iAnalyze, Insight Studio**, and the **enterprise-wide Design System**, ensuring each solution is intuitive, scalable, and aligned with user needs. By conducting **heuristic evaluations, customer feedback analysis, and structured usability testing**, I continuously identify friction points and streamline user journeys to enhance adoption and efficiency.

One of my core contributions has been the **evolution of Zycus' design system**, introducing a next-generation framework with reusable components tailored for future AI-driven applications. This initiative significantly improved consistency, accessibility, and design scalability across product lines.

Working closely with **product managers, developers, and business leaders**, I ensure that our design solutions are both innovative and grounded in real-world use cases. I also lead the UX effort for **new product development**, translating business goals into intuitive workflows and prototypes that reduce time-to-market.

Recognizing the transformative potential of Gen AI, I've helped establish **AI/UX integration guidelines**, bringing automation and intelligent assistance into user interactions across platforms. This includes contributing to a company-wide **Gen AI framework** aimed at elevating user experiences through smart personalization and task automation.

Beyond execution, I conduct **UX audits** across legacy modules, modernizing outdated interfaces and aligning them with Zycus' updated product vision. I've also institutionalized a **usability testing culture**, bringing measurable improvements in product performance and user satisfaction.

As a **people leader**, I manage and mentor a team of designers, fostering a culture of learning, design excellence, and collaboration. I actively promote design thinking across departments and advocate for a **user-first mindset** at all levels of the organization.

Tecnotree Convergence Pvt Ltd – Bengaluru, India

City: Bengaluru | Country: India

UX Consultant

[01/08/2019 – 30/11/2020]

At Tecnotree, I collaborated with cross-functional teams to define and translate business and user requirements into intuitive, functional design solutions. I led UX initiatives from project scoping to delivery, including effort estimation, stakeholder alignment, and hands-on UI design.

I played a key role in converting low-fidelity wireframes into high-fidelity UI mockups and interactive prototypes, enabling clear visualization of user journeys and system behavior. My contributions also included usability and UAT testing to ensure design quality and user satisfaction, while supporting timely, high-quality project delivery.

Inspirata India Pvt Ltd – Bengaluru, India

City: Bengaluru | Country: India

UX Designer

[03/04/2017 – 15/01/2019]

At Inspirata, I played a key role in enhancing the usability and functionality of oncology informatics platforms, contributing to better clinical decision-making and workflow efficiency for healthcare professionals. Working closely with cross-functional teams, I led end-to-end UX efforts—right from gathering stakeholder requirements to delivering high-fidelity design specifications.

By designing adaptive, user-friendly interfaces for digital pathology tools, I helped pathologists and clinicians navigate complex datasets more intuitively. This user-centric approach supported faster diagnostics and improved the quality of patient care.

Following the integration of advanced AI and NLP capabilities into Inspirata's platforms, I collaborated with the R&D team to ensure seamless user experiences that leveraged automation to extract insights from unstructured clinical documents. I also contributed to unifying design workflows post-acquisition of new platforms, maintaining consistency across products and elevating the overall design system.

People10 Technosoft – Bengaluru, India

City: Bengaluru | Country: India

Lead UI/UX Designer

[16/02/2015 – 03/03/2017]

At People10 Technosoft, I led UI/UX design initiatives across multiple web and mobile applications, delivering intuitive user experiences tailored to diverse client needs. I worked closely with stakeholders to understand business objectives and user expectations, translating them into detailed wireframes, interaction models, and polished visual designs.

I collaborated with cross-functional teams—including developers and product owners—to ensure design intent was preserved throughout development, resulting in cohesive and high-quality digital products. My work contributed to faster development cycles, improved usability, and higher client satisfaction across various service-based projects.

 **PeerMe Software Technology Pvt Ltd** – Bengaluru, India

City: Bengaluru | Country: India

Creative Designer

[04/01/2011 – 31/07/2014]

At PeerMe, I worked as a multi-disciplinary designer, crafting engaging UI designs for web and mobile applications while contributing to branding and front-end development efforts. I translated concepts into mockups and interactive prototypes to explore design directions and validate user interactions early in the process.

Beyond interface design, I developed responsive front-end layouts using HTML, CSS, and Div structures from PSD files, ensuring smooth handoff to development teams. I also designed corporate brochures and branding materials, maintaining visual consistency and strengthening brand presence across digital and print media.

EDUCATION AND TRAINING

BSc Visual Communication

Annamalai University [01/06/2011 – 31/05/2014]

City: Bengaluru | Country: India | Website: <https://annamalaiuniversity.ac.in/>

Diploma in Multimedia Animation

Image Creative Education [01/06/2008 – 31/05/2010]

City: Kottayam | Country: India | Website: <https://www.image.edu.in/multimedia-animation-training-institutes-kottayam.asp>

Higher Secondary [Commerce with Computer Application]

Govt. Boys Higher Secondary School, Puthuppally. [01/06/2006 – 30/05/2008]

Website: <https://schools.org.in/kottayam/32100600513/gbhss-puthuppally.html>

LANGUAGE SKILLS

Mother tongue(s): Malayalam

Other language(s):

English

LISTENING C1 READING C1 WRITING C1

SPOKEN PRODUCTION C1 SPOKEN INTERACTION C1

Levels: A1 and A2: Basic user; B1 and B2: Independent user; C1 and C2: Proficient user

SKILLS

Core UI/UX Skills

Wireframing & Prototyping / Accessibility (WCAG) / User-Centered Design / UX Research & Heuristic Evaluation / Information Architecture / Prototyping / Usability Testing / Usability Testing & Analysis / Visual Design / Design Thinking / Responsive Design / Cross-functional Collaboration

Strategic & Leadership Skills

Design Strategy & UX Roadmapping / Stakeholder Communication / Design System Management / Interaction Design / Team Mentorship & Leadership / UX Audits & Continuous Improvement / Balsamiq

Tools & Software

Adobe XD / Sketch / InVision / Adobe Creative Suite (Photoshop, Illustrator, After Effects) / Axure RP / Zeplin / Figma

Front-End & Dev Collaboration

HTML / CSS (Basics for design handoff) / PSD to HTML Awareness / Design Handoff & Dev Alignment / Responsive Design Principles

Branding & Creative Design

Logo & Identity Design / Marketing Collateral Design (Brochures, Posters, etc.) / Animation & E-Learning Assets (Flash, Autodesk Maya)